

# Disrupt the market first – before it disrupts your business.

To say the media space is constantly changing is a gross understatement. Technology disruptions, unexpected deals, and consumer preferences are in constant even daily flux. That's why our Technology, Media & Telecommunications (TMT) offering combines data, news, and the insight from world-renowned analysts onto one easy-to-use platform.

## Behind every research piece is an analyst, with a deep knowledge and passion for the Media sector.

Our media analysts have been setting the bar on intelligence for the industry for over 30 years. Their dedication to the field ensures you have industry-leading analysis on trends, M&A, and market forecasts on the same platform as company financials, sector-specific data and more.

## Examine what's putting a squeeze on your profit margins.

With our Market Intelligence platform, review competitive threats from OTT and other content creators using our interactive OTT database. Explore strategies for evolving with changing industry trends, like viewing on mobile devices. Support your most profitable lines of business with comprehensive industry data including:

- License fees, distribution metrics, and detailed subscriber data for operators and TV networks worldwide.
- Reach and brand value (and contract compliance) across operator package tiers and channel lineups.
- Get TV network/affiliate P&L analysis.
- Market video subscriber and revenue data for platforms and major operators globally.

Plus, explore media technology forecasts and reports on cross-market trends including IPTV, connected devices, broadband access, online video players, 4K/UHD, and OTT/VOD to augment your business strategy and stay up to date on trends.

## Run your key workflows in one place.

With data, news, and analytics in one integrated platform, easily examine your content's worth relative to similar networks by market, and use the information to enhance existing carriage deals.

- Analyze advertising and affiliate revenues to define and execute strategy to expand global market penetration.
- Review programming and other network cost estimates to benchmark against peers.
- Assess basic metrics quickly with our data on:
  - Headend- and market-level multichannel subscribers and share for all US operators.
  - U.S. Network carriage and channel lineups by headend, DMA®, state, ZIP, and county.
  - U.S. Package penetration, subscribers, and composition by operator and by market.

## Let our projections enable your next strategic decision or competitive analysis.

Review industry benchmarks and projections for subscribers (basic, digital, HSD), advertising, passings, penetration, set-top boxes, and advanced services (VOD, DVR, HD). Then, use our data to analyze pricing, packaging and distribution strategies of your competitors, and make your competitive analysis complete with a subscription.

## Tell us what you don't know, and we'll find the answers.

The same renowned analysts who produce our research can produce custom analyses for your toughest questions. Our consulting services include white papers, business plans, technology assessments, custom studies, valuation services, expert witness support, and more. Looking for training or events? Expand your knowledge with our complementary range of training courses and conferences, run year-round.

## Turn to service you can count on.

Nothing satisfies us more than helping you complete a project or meet a deadline. Reach out to our 24x7x365 global support team anytime, from anywhere. We're just a phone call or email away.

## About S&P Global Market Intelligence

S&P Global Market Intelligence integrates financial and industry data, research, and news into tools that help track performance, generate alpha, identify investment ideas, understand competitive and industry dynamics, perform valuation, and assess risk.

Stay ahead of the rapidly evolving global media and communications industry with our Technology, Media & Communications offering. Assess impact on your business, identify opportunities, and manage risk on a platform with data coverage, news, research, and forward-looking projections.

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